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CONSUMER TIME

R- 208

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THE LAND ARMY - IN ENGLAND AND AMERICA

NETWORK: NBC

DATE: August 26, 1944

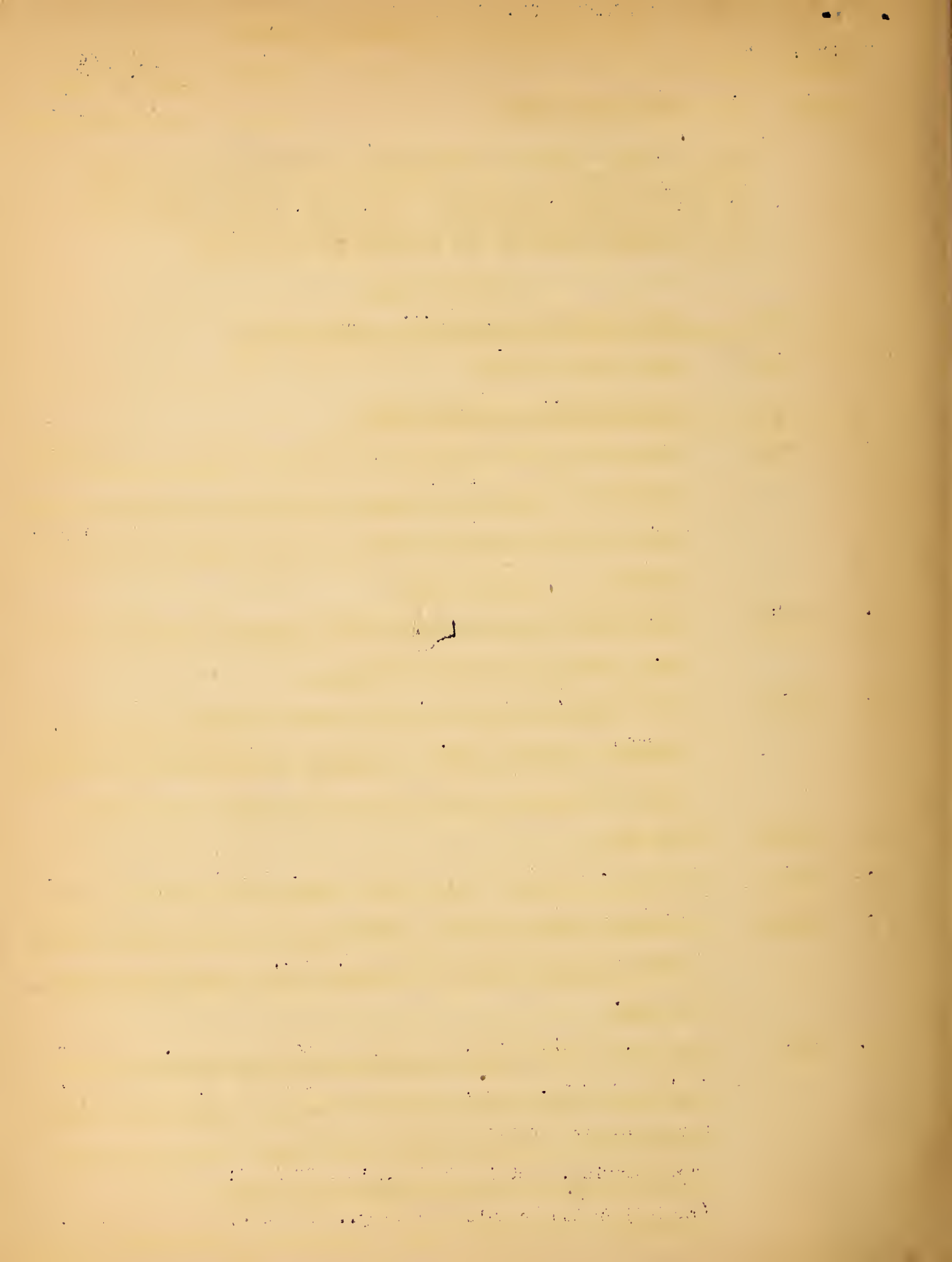
ORIGIN: WRC - WITH LONDON PICK-UP

TIME: 12:15-12:30 PM- EWT

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER.....CLOSE DRAWER.
4. ANNCR: During the next 15 minutes, the National Broadcasting^{Company} and its affiliated independent stations make their facilities available to the War Food Administration as a public service for the presentation of CONSUMER TIME!
5. SOUND: TRAMP, TRAMP, TRAMP OF MARCHING FEET...BRING UP SLOWLY, HOLD IN LOUD, THEN FADE AND HOLD UNDER LOW...
6. JOHN: (A LA HEATTER) Yes...ye-es...It's been like that since man can remember...marching feet. Marching feet...^{onward into war...} onward into foreign lands. The marching feet of men off to fight for victory...
7. SOUND: (FADE OUT)
8. JOHN: And today...there's a new battle sound...all over the world...
9. SOUND: COCK CROW...LOUD...PAUSE...THEN CACKLE OF HENS, MOOING OF COWS, GENERAL BARNYARD NOISES, DOG BARKS, ETC., FADE AND HOLD UNDER THEN OUT.
10. JOHN: Yes sir...another army. An army on the home front. But there isn't any tramp, tramp, tramp of marching feet...there aren't any regiments parading through the streets, with flags flying, bands playing. Not in the WOMAN'S LAND ARMY!
(FADING) In the Woman's Land Army...things go more like this...



11. WOMAN: (CALLING OFF) Pig...pig-pig-pig! Come and get it, doggone it... as if you had to tell a pig! Mable...bring that bucket of water, will you?
12. MABLE: (PROJECTING) I'm coming, Susie...(PANTING CLOSE MIKE) I nearly got stepped on by that old moo-cow. Here's the water...
13. SOUND: POURING SLOSH OF WATER IN TROUGH
14. SUSIE: We've got to speed it up, now. The rest of the folks are down in the orchard already.
15. MABLE: Well, I guess we can go...now that all the mooing and cackling and squealing has stopped.
16. SUSIE: Yes...for five minutes! Let's run!
17. MABLE: Run, Susie? I've got bruises on my knees, a crick in my back, and I ache in a hundred little muscles I didn't even know I had!
18. SUSIE: Come on! We don't want those other people to get ahead of us pickin' apples. They call us city girls as it is.
19. MABLE: (AT A TROT) Well, all right...I'll hurry. (RESIGNED) Hurrah for the good old Woman's Land Army. I must be nuts...but I guess I love it.
20. SUSIE: (FADING) Me, too, Mable...Gee I guess I never felt so useful...
- PAUSE:
21. JOHN: The Woman's Land Army! All over America...in the cornfields... in the apple orchards...in tobacco lands of the deep South... the Woman's Land Army...reaping the rich, bountiful harvests of America...They're a brave army, and a hard-working one.
22. OSGOOD: You know, Johnny...women everywhere in the country are interested in what other countries are doing in their thrilling battle for food production. What England is doing, for instance.

23. JOHN: Yes, England's Land Army is famous the world over for its valiant fight in production of food. And today...to bring our CONSUMER TIME listeners the real story of England's Crop Corps...we're going to take the program to London...where you'll hear from some actual Land Army members themselves! In just a moment we'll turn the program over to Leonard Legerton, speaking to us from London. Mr. Legerton is a farmer...and he has with him in the studio...a twenty year old English Land Army girl, and a young schoolboy who is helping with the harvest. They have a lot to tell us...so...Are you ready, Mr. Legerton? Friends, for the first-hand story of the British Land Army...we take you now to London.

24. LEGERTON: Hello, NBC. This is Leonard Legerton talking to you from the studios of the British Broadcasting Corporation here in London, England. Well, a broadcasting studio may be a mighty queer place for a farmer to find himself, especially just now when we're working night and day bringing in one of the best harvests I've ever seen. But I understand that you folks over there in America want to know how we're getting along on the land now that our full harvest period has begun. So we've taken a few minutes off to tell you, and then back to the crops! I've brought along two folks to help me with the telling. First, a Land Army girl who's making the land her wartime job. She's twenty year old Jean Varty.

25. JEAN: Hello there, everybody. My best greetings to the American Women's Land Army.

26. LEGERTON: And here's another staunch helper. He helps all he can...he's a fourteen year old London schoolboy and his name is Geoffrey Ing.

27. GEOFFREY: Most of us kids try to put in a week or two during the holidays. After all, we like to eat, and we feel it's up to us to help get in the crops that feed us.
28. LEGERTON: And Geoffrey is still clasping his tin hat!
29. GEOFFREY: You bet I am. I've done it ever since that robot plane exploded in neighbor Harry's farm. It's silly, I think, to take risks.
30. LEGERTON: Yes, that was really a bad break. It destroyed Harry's house, and quite a lot of the machinery. He and his family are sheltering up the road on Warren's farm, and of course we're all helping him get in his crops. He's had plenty of reason to be grateful to the holiday harvest camp nearby. So have I. Without their help, we'd have lost a lot of grain. You and some of the other boys helped out there too, didn't you Geoff?
31. GEOFFREY: Yes we did, and Harry's farm buildings are being repaired as quickly as possible. I guess they'll be able to move back on the farm pretty soon. But it didn't half take it out of us, doing just that little bit extra, and it wasn't too good to think that it might have been our farm.
32. JEAN: Might still be, for that matter!
33. GEOFFREY: Yes, and that's why I keep my tin hat with me. You never know. It's been with me ever since we left the farm today, and right at the moment I reckon they're wearing their tin hats down on the farm.
34. LEGERTON: Quite right, Geoff. We've left behind us plenty of people still working because it's only six o'clock in the evening in Britain right now, and we don't generally knock off until about ten o'clock. It's still light then, you know.
35. JEAN: Later sometimes if it's moonlight, and with the harvest looking so good this year, I guess we'll get up earlier and go to bed later every day now.

1877-1878. The first year of the new century.

The first year of the new century.

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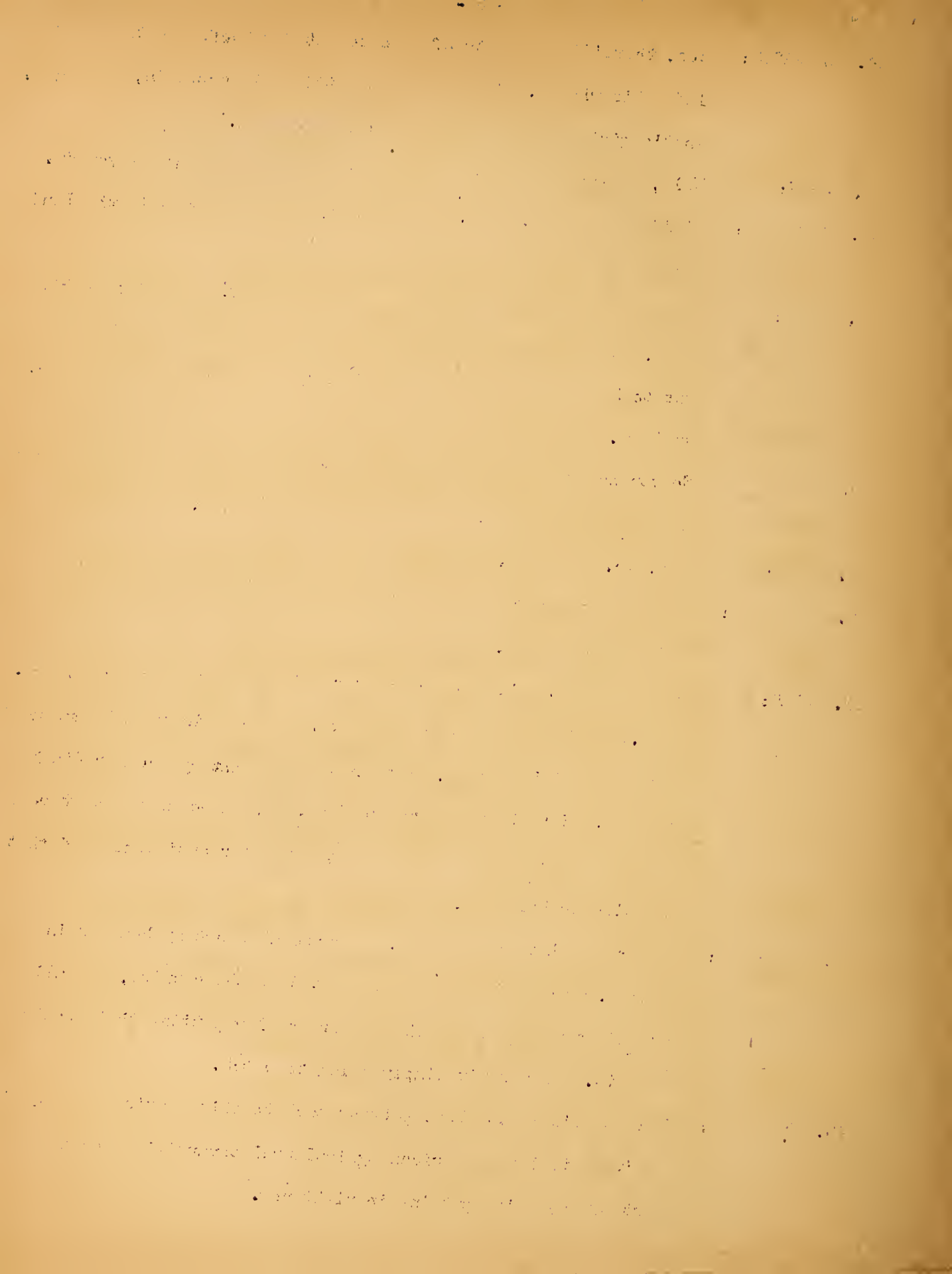
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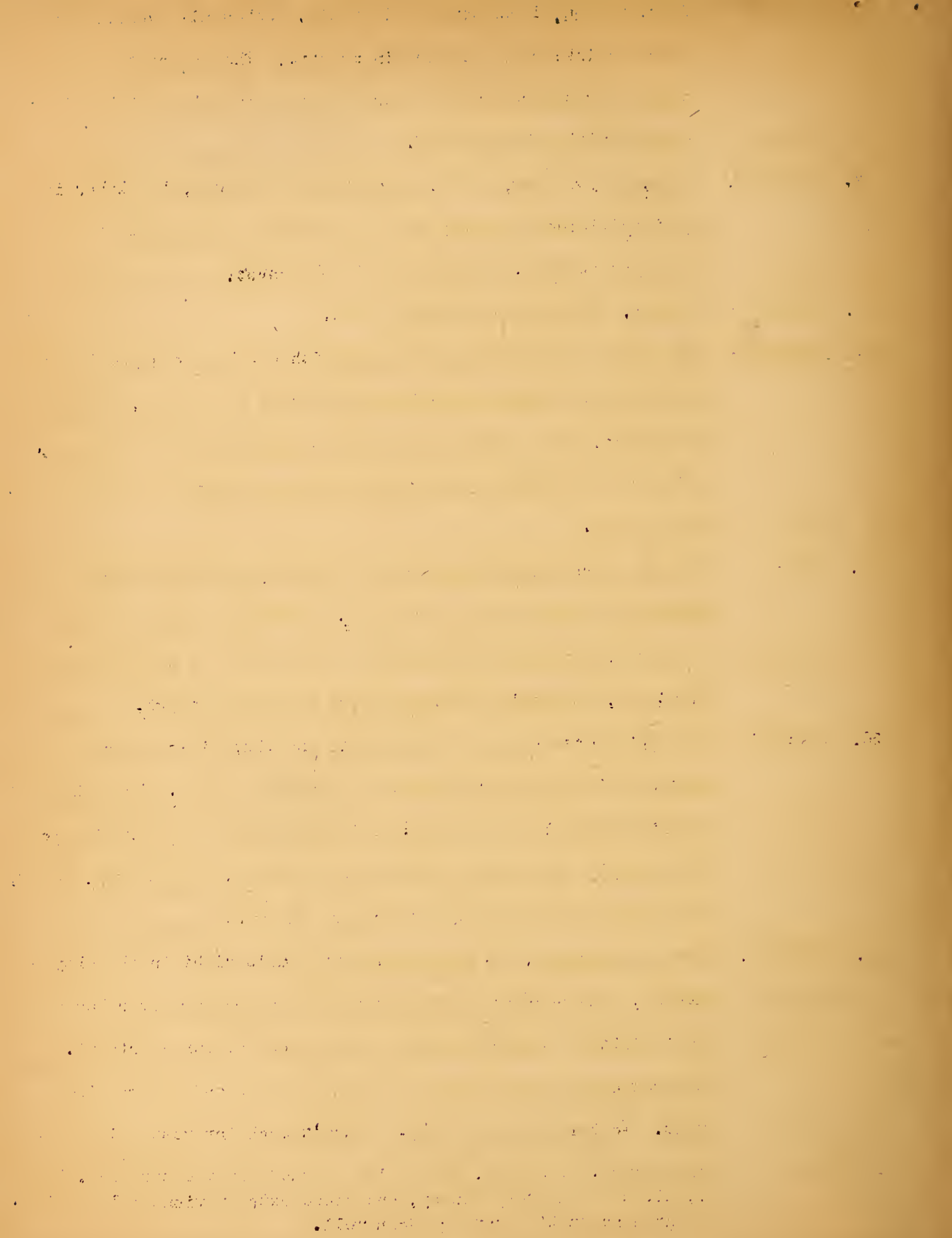
The first year of the new century.

36. LEGERTON: Yes, there'll be plenty of food to eat for Geoff and the other lads this winter. It depends on getting the crops in, of course. That's giving us farmers a mansized headache.
37. JEAN: Well, we Land Army girls feel as concerned about it as you do.
38. LEGERTON: That's right too, Jean. By the way, when did you join the Land Army?
39. JEAN: During the Blitz in 1942 I felt fighting mad. I wanted to hit back, and hit hard, and it seemed to me that one way to do it was to beat those German submarines by increasing our food production.
40. LEGERTON: So you had a period at one of the training hostels the Land Army has all over Britain, and then came to my farm. That right?
41. JEAN: Yes, Mr. Legerton.
42. LEGERTON: I remember you found it quite a change from the job you'd been doing before that.
43. JEAN: It was tough. Farming and hairdressing haven't much in common. Then...I missed my friends in town, and the cinema and amusements. But that didn't matter, when I remembered what my brother Jim had told me. He's in the Merchant Navy. Jim made me see that more shipping space for food meant less space for munitions, and that men died to bring it.
44. GEOFFREY: I thought that one out too. Because although my home is in London, my school has been evacuated to the country, and all around us we could see the farmers really putting their backs into it. We weren't simply going to watch.
45. LEGERTON: Well that's fine! Now, getting back to this year's harvest, why don't we tell the American Agricultural communities about the sort of day we're putting in right now.



46. JEAN: I start by doing the usual household work. That's still as important as ever. Then I'm usually out in the fields about eight o'clock, re-stacking the sheaves that have fallen down with the weight of the early morning dew.
47. LEGERTON: Just a minute, Jean. I'd better put in a word of explanation here for our North American listeners. Here in England we have an abnormal quantity of dew, which falls in the early morning. And to make working conditions more easy for the factory and city office worker, (although more difficult for the farmer) our nation lives under double summer time. That's calculated to save every hour of daylight. It sounds good, but farming has never been done by the clock. We do it by the position of the sun, and although the clock may say ten o'clock, by the sun it's only eight o'clock in the morning. The dew isn't dried off the sheaves and we can't get a move on with the real harvest work 'til noon. That means working later at night.
48. JEAN: You're right there. Just working among the sheaves for fifteen minutes about eight o'clock your overalls just wring with dew, and in half an hour, why you're absolutely dripping. Stacking's a mighty hard job under any condition. Oats often have thistles which stick in your arms, legs, and hands. Barley's the worst of the lot. The worms get down your back and everywhere they shouldn't.
49. GEOFFREY: I found that out, too, Jean. In a dry summer the thistles seem as sharp as flints. But the toughest job I think is building a wagon with sheaves. It's a fine art.
50. LEGERTON: You're right there, Geoff. If you don't build your load properly, it slides off the way to the stack. That's why we keep the permanent farm staff building the stack and loading the wagons. You Geoff, as a volunteer, with a lot more enthusiasm than skill are a big help to us pitching the sheaves up to the men.

51. GEOFFREY: It sure does strengthen your back muscles. For the first few days, though, I was pretty miserable. Aches all over...very nearly thinking of throwing in my hand. The top of the wagon seemed to get farther away every minute, and it's a mighty long stretch with a heavy sheaf.
52. LEGERTON: Well, as you know, Geoff, on most English farms, the labor is just sufficient to carry out the essential work except at hay and harvest time. Harvest time's the worst.
53. GEOFFREY: I know. That's why I stuck it out.
54. LEGERTON: Yes, it's especially bad just now with our big increase in grain production. That's where the city worker on holiday, schoolboys and girls, and of course the Women's Land Army are a big help. Jean will remember the hard training she had to do at the training hostel.
55. JEAN: Why of course we were mostly city girls, and it certainly was a question of being able to take it. Blistered hands and feet; sunburns, sometimes aching backs at the end of a specially hard day! No, it wasn't exactly fun but it made us tough.
56. LEGERTON: And it's worse for the city typists and shop girls who come straight into the harvest with no training at all. By night fall they're absolutely worn out! It's often only by sheer will power that they're up again on time in the morning. By the way, Geoff, did you ever work on the land before the war?
57. GEOFFREY: Good gracious no, Mr. Legerton. Our home's right in the city of London. The nearest I got to farming was looking after Mum and Dad's little window-box garden on the roof of our apartment. We grew only a few tomatoes and string beans and things like that. To tell you the truth, I wasn't much interested in growing things. I am now, after I've learned how the hard way. But it all makes me very hungry, and those extra rations we're allowed at harvest time sure go down well.



58. JEAN: I know what you mean, Geoff! We only stop for sandwiches at lunchtime, and eat them right on the field. But although we stop for a big meal at night, I always think that sandwich snack the best in the whole day.
59. LEGERTON: And you both need these extra rations. I think you'd be pretty useless on the farm in no time if you hadn't the extra food to pep you up. I must say you do a fine job on the land.
60. JEAN: You know, I wish the people who are listening to us now could see us at work, Mr. Legerton.
61. LEGERTON: Well Jean, the Land Army is working mighty hard, and sometimes under very unfavorable conditions. I wish some of you listening could have seen some of the Land Army girls carrying on their work during the Blitz days. You remember, Jean!
62. JEAN: Don't I though! Crouching in a wet ditch, aching all over, and watching our fighter boys bringing down the Jerries. Still, in spite of it all, I'm keen to stay on the land after the war.
63. LEGERTON: I guess that's how a lot of folks will feel who have learned the satisfaction of working on the land since the war. It's a good worthwhile sort of life. Hard work, mind you, but there is something very real about it. You in America know that yourselves. You have found it out from your own experience. And now...it's time we're getting back to our farm. We'll probably be in time to help them finish the day. Come on, Jean and Geoffrey!
64. JEAN: Goodbye everybody, and happy harvesting!
65. GEOFFREY: Cheerio, chaps, and don't go getting too many blisters!
66. LEGERTON: And good luck, everybody! This is Leonard Legerton saying "good-bye" to you from the British Broadcasting Corporation in London, England, and we return you now to CONSUMER TIME in Washington, D.C.
67. JOHN: Thank you Mr. Legerton...and you, too, Jean and Geoffrey!

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68. OSGOOD: What a story, Johnny! Can you imagine trying to work in a field ...with those terrifying robot bombs flying overhead?
69. JOHN: It must be pretty awful. And the farm people saw some tough days during the Blitz, too.
70. OSGOOD: Well...Britain has a wonderful story to tell...of her stirring fight for food production! And now, Johnny...if I may I want to say a word or two about our own Woman's Land Army!
71. JOHN: Are you joining up, Nancy?
72. NANCY: I'm definitely going to Johnny...not only because I'm patriotic...
73. JOHN: But because you like to climb apple trees?
74. NANCY: We-el...it's sort of between that and harvesting tobacco. You know, Johnny, there's nothing quite like the sweet, heady fragrance of tobacco drying in the barn...
75. JOHN: Yes...but how about getting out in the hot sunny fields...when you have to strip the leaves off the stalk...that's real work!
76. NANCY: It's wonderful! I can just see myself now...in my blue Land Army uniform...driving a team of mules...my wagon heaped high with large green tobacco leaves...
77. JOHN: Oh, brother!...is that ever a picture!
78. NANCY: But you know...I can't quite decide! It's sort of between that ...and picking ripe, luscious fruit in a big basket! You know...farmers say they prefer women to harvest fruit...because we're more gentle!
79. JOHN: Ah, Nancy...maybe you'd like to dig up nice fragrant potatoes...or drive a delicate little two-ton combine through a wheat field!
80. NANCY: Oh, Johnny...you can't discourage me! Just the way nobody can discourage the thousands upon thousands of women in this country who are helping with the harvest...and having a darn fine time doing it.
81. JOHN: Well...there is this about it...the farmers do need you.

82. NANCY: You bet they do! And can you think of any more pleasant way to pass the late summer days...than by helping with this country's harvest! Specially since you know you're needed!
83. JOHN: Well...says here that to join the Women's Land Army...you go to the United States Employment Service...or to your county agent. And Nancy, by now, a lot of women in our audience are crowding close to their radios to hear how to find out more about the Women's Land Army!
84. NANCY: Yes.....so I guess it's time we told our CONSUMER TIME listeners that we have a very fine illustrated booklet on the Woman's Land Army...which is theirs free for the asking. Suppose you tell about it, Holly Wright.
85. WRIGHT: I'm sure many, many of our listeners...are interested in knowing more about America's Woman's Land Army...how it works...what it does...and how you actually go about joining. The whole story is told in a booklet entitled "The Woman's Land Army"...which is yours free when you write to CONSUMER TIME, Washington 25, D. C. Remember...the farmers of this country really NEED you...for the harvest this fall. By joining the Woman's Land Army, you are doing a tremendously important war job...something you'll be proud of for the rest of your life! Just a week or two...your vacation period...will be a vitally important contribution. Send for the free booklet..."The Woman's Land Army", right away. Write to CONSUMER TIME, Washington 25, D. C....and be sure to include your name, address, and the call letters of the station to which you are listening.
86. JOHN: Next week we're going to look into the matter of preserving and storing food.
87. NANCY: You won't want to miss it...we're going to broadcast from the Government's big food cave out in Kansas!

1. The first part of the document is a list of names and addresses, which are arranged in two columns. The names are written in a cursive script, and the addresses are written in a more formal, printed style. The list appears to be a directory or a roster of some kind.

2. The second part of the document is a series of paragraphs, each beginning with a number. These paragraphs contain text that is mostly illegible due to the poor quality of the scan. However, some words and phrases are visible, such as "The first part of the document" and "The second part of the document".

3. The third part of the document is a list of names and addresses, similar to the first part. This list is also arranged in two columns and contains names and addresses written in a cursive script.

4. The fourth part of the document is a series of paragraphs, each beginning with a number. These paragraphs contain text that is mostly illegible due to the poor quality of the scan. However, some words and phrases are visible, such as "The first part of the document" and "The second part of the document".

5. The fifth part of the document is a list of names and addresses, similar to the first and third parts. This list is also arranged in two columns and contains names and addresses written in a cursive script.

6. The sixth part of the document is a series of paragraphs, each beginning with a number. These paragraphs contain text that is mostly illegible due to the poor quality of the scan. However, some words and phrases are visible, such as "The first part of the document" and "The second part of the document".

7. The seventh part of the document is a list of names and addresses, similar to the first, third, and fifth parts. This list is also arranged in two columns and contains names and addresses written in a cursive script.

8. The eighth part of the document is a series of paragraphs, each beginning with a number. These paragraphs contain text that is mostly illegible due to the poor quality of the scan. However, some words and phrases are visible, such as "The first part of the document" and "The second part of the document".

9. The ninth part of the document is a list of names and addresses, similar to the first, third, fifth, and seventh parts. This list is also arranged in two columns and contains names and addresses written in a cursive script.

10. The tenth part of the document is a series of paragraphs, each beginning with a number. These paragraphs contain text that is mostly illegible due to the poor quality of the scan. However, some words and phrases are visible, such as "The first part of the document" and "The second part of the document".

88. JOHN: Join us next week...in another program of...

89. SOUND: CASH REGISTER

90. ANNCR: CONSUMER TIME!

91. SOUND: CASH REGISTER....CLOSE DRAWER.

92. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

